

Privacy Policy

At **Sutakriti**, accessible from www.sutakriti.com, protecting the privacy and security of our patrons' personal information is a top priority. This Privacy Policy outlines the types of information we collect, how it is used, and the measures we take to safeguard your data.

1. Information We Collect

When you visit our website, place an order, or interact with our customer support, we may collect the following information:

- **Personal Identification Information:** Name, email address, phone number, billing address, and shipping address.
- **Payment Information:** Payment details processed through encrypted, certified third-party payment gateways (Razorpay/PayU/Shopify Payments). Sutakriti **does not store** credit card, debit card, or UPI credentials on its servers.
- **Device & Usage Data:** IP address, browser type, device information, and browsing activity collected via cookies to enhance your shopping experience.

2. How We Use Your Information

We use your information strictly for legitimate business purposes, including:

- Processing, fulfilling, and dispatching your orders.
- Communicating order updates, tracking information, and customer support responses (via SMS, WhatsApp, and Email).
- Improving website functionality, user interface, and overall shopping experience.
- Analyzing marketing performance across platforms such as Facebook and Instagram.

3. Data Sharing & Third-Party Services

We value your trust and **do not sell, rent, or trade** your personal information to third parties. We share data only with trusted service providers necessary for business operations:

- **Logistics & Courier Partners:** To ensure physical delivery of your purchases.
- **Payment Gateways:** To securely process payment transactions.
- **Communication & Analytics Tools:** To send automated transactional messages and optimize platform performance.

4. Cookies & Tracking Technologies

Sutakriti uses cookies and similar tracking technologies to remember your cart preferences, optimize site navigation, and deliver relevant advertisements. You may choose to disable cookies through your browser settings, though some features of the website may not function properly as a result.

5. Data Security

We implement industry-standard security protocols, including SSL (Secure Sockets Layer) encryption, to ensure your personal information remains safe against unauthorized access, alteration, or disclosure.

6. Your Rights

You have the right to request access to the personal data we hold about you, request corrections, or request the deletion of your account information, subject to applicable legal and tax retention requirements in India.

7. Policy Updates

Sutakriti reserves the right to update or modify this Privacy Policy at any time. Any changes will be posted directly on this page with an updated effective date.

8. Contact Us

For any questions or concerns regarding our Privacy Policy or your data, please contact us at support@sutakriti.com.